

Rep Order# 9851620 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/24/2012 10:21 AM
Last Received: 10/24/2012 9:57 AM
Showing Buylines: All Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product CWA-LEG ACTION COMM
Estimate# 2118
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //2118
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	630A-7A	GOOD DAY UTAH	:30	\$600.00	10/29-11/02	5	1	5	\$3,000.00	
	2	M-F	7A-8A	GOOD DAY UTAH	:30	\$600.00	10/29-11/02	5	1	5	\$3,000.00	
	3	M-F	8A-9A	GOOD DAY UTAH	:30	\$600.00	10/29-11/02	5	1	5	\$3,000.00	
	4	M-F	9P-930P	NEWS	:30	\$2,600.00	10/29-11/02	3	1	3	\$7,800.00	
	5	M-F	930P-10P	NEWS	:30	\$2,600.00	10/29-11/02	3	1	3	\$7,800.00	
	6	TH	7P-8P	X-FACTOR RESULTS	:30	\$4,180.00	11/01-11/01	1	1	1	\$4,180.00	
	7	SA	7A-8A	GOOD DAY UTAH WKND	:30	\$550.00	11/03-11/03	1	1	1	\$550.00	
	8	SA	8A-9A	GOOD DAY UTAH WKND	:30	\$650.00	11/03-11/03	1	1	1	\$650.00	
	9	SA	9P-10P	NEWS	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	10	SU	9A-10A	FOX NEWS SUNDAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	11	SU	11A-2P	NFL	:30	\$3,300.00	11/04-11/04	1	1	1	\$3,300.00	
	12	SU	9P-10P	NEWS	:30	\$2,600.00	11/04-11/04	1	1	1	\$2,600.00	
	13	M-TU	630A-7A	GOOD DAY UTAH	:30	\$600.00	11/05-11/06	2	1	2	\$1,200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	M-TU	7A-8A	GOOD DAY UTAH	:30	\$600.00	11/05-11/06	2	1	2	\$1,200.00	
	15	M-TU	8A-9A	GOOD DAY UTAH	:30	\$600.00	11/05-11/06	2	1	2	\$1,200.00	
	16	M-TU	9P-930P	NEWS	:30	\$2,600.00	11/05-11/06	1	1	1	\$2,600.00	
	17	M-TU	930P-10P	NEWS	:30	\$2,600.00	11/05-11/06	1	1	1	\$2,600.00	

---REPORT TOTALS---

Report Totals: 36 / \$46,680.00

---SALES MONTHLY TOTALS---

Nov 12: 36 / \$46,680.00

Sales Totals: 36 / \$46,680.00

Station Totals: 36 / \$46,680.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$311,200

CABL	0%	KDLJ	0%	KJZZ	8%	KSL	22%	KSTU	15%
KTVX	10%	KUCW	0%	KUTV	45%	UNKB	0%	UNKN	0%

Books null
Demos RA35+